

**PATENT APPLICATION
DOCKET NO. 10008230-1**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTOR(S): Shell S. Simpson, et al **CONFIRMATION NO:** 2018

SERIAL NO.: 09/923,954 **GROUP ART UNIT:** 2176

FILED: August 8, 2001 **EXAMINER:** James H. Blackwell

SUBJECT: WEB BASED IMAGING APPLICATION THAT CREATES
CUSTOMIZED CONTENT BASED ON USER SELECTIONS

**THE COMMISSIONER OF PATENTS AND TRADEMARKS
ALEXANDRIA, VA 21233-1450**

SIR:

RESPONSE TO THE OFFICE ACTION MAILED SEPTEMBER 4, 2007